

ORDER



WKYC

Orders	Order / Rev:	716338
	Alt Order #:	06335534
	Product Desc:	OBAMA SKED A
	Estimate:	1844
	Flight Dates:	09/25/12 - 10/01/12
	Original Date / Rev:	09/25/12 / 09/25/12
	Order Type:	Political

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency	Name:	Greer Margolis Mitchell/ Pol
	Buying Contact:	
	Billing Contact:	
		3050 K St NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	PL-Presidential,Political,PL-Federal
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/24/12	09/30/12	32	\$71,225.00	\$60,541.25	September 2012	32	\$71,225.00	\$60,541.25	0.00
10/01/12	10/07/12	2	\$15,000.00	\$12,750.00	October 2012	2	\$15,000.00	\$12,750.00	0.00
					Totals	34	\$86,225.00	\$73,291.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	09/25/12	09/28/12	Late Night		CM	1237a-136a		-TWTF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
JIMMY FALLON																	
Late Night w/Jimmy Fallon																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			2	\$375.00	0.00									
6	WKYC	09/25/12	09/28/12	M-F 11a-1230p		CM	11a-1230p		-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
11a-1230p																	
MIDDAY NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$200.00	0.00									
7	WKYC	09/25/12	09/28/12	M-F 2-3p		CM	2-3p		-TWTF--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
Rachel Ray																	
RACHAEL RAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$300.00	0.00									
8	WKYC	09/25/12	09/28/12	M-F 3-4p		CM	3p-4p		-TWTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
The Doctors																	
THE DOCTORS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$350.00	0.00									
9	WKYC	09/25/12	09/28/12	M-F 4-5p		CM	4p-5p		-TWTF--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Ellen Degeneres																	
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$450.00	0.00									
10	WKYC	09/25/12	09/28/12	M-F 5-6a		CM	5a-6a		-TWTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
Channel 3 News @ 5AM																	
NEWS AT SUNRISE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$350.00	0.00									
11	WKYC	09/25/12	09/28/12	M-F 5-6p		CM	5p-6p		-TWTF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Dr. Phil																	
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$700.00	0.00									
12	WKYC	09/25/12	09/28/12	M-F 6-630p		CM	6p-630p		-TWTF--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Channel 3 News at 6p																	
CH 3 NEWS AT 6																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$1,800.00	0.00									
13	WKYC	09/25/12	09/28/12	M-F 6-7a		CM	6a-7a		-TWTF--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Channel 3 News Today @ 6AM																	
CHANNEL 3 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$800.00	0.00									
14	WKYC	09/25/12	09/28/12	M-F 7-730p		CM	7-730p		-TWTF--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Channel 3 News at 7P																	
CH 3 NEWS AT 7																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			1	\$1,800.00	0.00									
15	WKYC	09/25/12	09/28/12	M-F 7-9a Today		CM	7a-9a		-TWTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
Today Show																	
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			2	\$800.00	0.00									
16	WKYC	09/25/12	09/28/12	M-F 730-8p		CM	730-8p		-TWTF--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
Entertainment Tonight																	
ENTERTAINMENT TONIGHT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 09/24/12		09/30/12	-TWTF--			2	\$1,200.00	0.00									
17	WKYC	09/25/12	09/28/12			CM	9a-10a		-TWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9-10a Today II Today Show II															
TODAY SHOW II															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>- TWTF--</u> Spots/Week <u>1</u> Rate <u>\$400.00</u> Rating <u>0.00</u>															
18	WKYC	09/25/12	09/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
CH 3 NEWS AT 11															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>- TWTF--</u> Spots/Week <u>3</u> Rate <u>\$1,800.00</u> Rating <u>0.00</u>															
19	WKYC	09/28/12	09/28/12	Fri Prime B Fri Prime B	CM	9-10p	-----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
GRIMM															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-----F--</u> Spots/Week <u>1</u> Rate <u>\$3,000.00</u> Rating <u>0.00</u>															
20	WKYC	10/01/12	10/01/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
REVOLUTION															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$5,000.00</u> Rating <u>0.00</u>															
21	WKYC	10/01/12	10/01/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
THE VOICE															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$10,000.00</u> Rating <u>0.00</u>															
22	WKYC	09/30/12	09/30/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
BROWNS HUDDLE															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$1,800.00</u> Rating <u>0.00</u>															
23	WKYC	09/30/12	09/30/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
FOOTBALL NIGHT															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$2,000.00</u> Rating <u>0.00</u>															
24	WKYC	09/30/12	09/30/12	NFL Regular Season Fo6M NFL Football	CM	NFL Football	-----S	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
NFL: NY GIANTS/PHILLY															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$6,500.00</u> Rating <u>0.00</u>															
25	WKYC	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
SUNDAY TODAY															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$800.00</u> Rating <u>0.00</u>															
26	WKYC	09/27/12	09/27/12	Browns Football-NFL NeCM Browns Football - NFL Net	CM	Browns Football	---T---	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
NFL: BALTIMORE/CLEVELAND															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$30,000.00</u> Rating <u>0.00</u>															
27	WKYC	09/25/12	09/25/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
PARENTHOOD															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$3,500.00</u> Rating <u>0.00</u>															
28	WKYC	09/25/12	09/25/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
THE VOICE															
Start Date <u>Week: 09/24/12</u> End Date <u>09/30/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$4,000.00</u> Rating <u>0.00</u>															

Totals

34

\$86,225.00